

RJ REYNOLDS

TOBACCO COMPANY

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RMD 2/5/98
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J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

February 5, 1998

RJR Account #375878

P. Cox
McLANE-NORTHEAST

MARCH: WINSTON B2G1F PROMOTION #800115

Dear Paul:

We have placed orders for Winston B1G1F product, and 'Live' product, as listed to pack and ship this promotion to your participating retail accounts (Note: This is not a pre-sigared promotion). 1650 SKUs of Displays (item #538994) have been ordered to ~~Consolidated Industries~~ Consolidated Industries to pack this Promotion.

Product PO Numbers:

PO Number	Product / State	#Cases Per Style			\$ Amount
		FF BOX	LT BOX	ULT LT BOX	
	UPC Code	12300-11226	12300-11926	12300-70326	
ER2875-01	B1G1F / CT	2	4	2	\$875.79
ER2876-01	B1G1F / MA	3	6	3	\$845.69
ER2877-01	B1G1F / NH	1	2	1	\$515.90
ER2878-01	B1G1F / NJ	2	4	2	\$515.79
ER2879-01	B1G1F / NY	19	38	19	\$7,636.04
ER2880-01	B1G1F / OH	2	4	2	\$1,187.79
ER2881-01	B1G1F / PA	25	50	25	\$13,797.42
ER2882-01	B1G1F / RI	1	2	1	\$311.90
	TOTALS	55	110	55	\$25,170.53
ER2883-01	'LIVE' Product	14	55	28	\$42,763.59
					\$67,934.12

PARTNERS 'BONUS' REPORTING DESCRIPTION: 'WIN MAR B2G1F'

Product Arrival:

February 23, 1998

Shipper Displays Arrival (Consolidated):

February 26, 1998

Ship Date to Retail:

Week of March 16, 1998

51852 8984

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McLane NE
B2G1F

Item #538994 (Displays)

<u>SKU CUBE:</u>	1.6700
<u>SKU WT (w/o Product):</u>	4.5000 lbs
<u>Retail Sales Offer per Sku:</u>	20 Offers

Billing per Sku:

4 Full Price Cartons

PROMOTION DESCRIPTION: SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'.
OPEN WINSTON B2G1F SHIPPING CASE. REMOVE RED CARDBOARD INSERT AND PLACE ONE
B1G1F OFFER INTO EACH WINSTON STYLE-SPECIFIC SLEEVE. ADD ONE 'LIVE' WINSTON
PACK OF SAME STYLE TO OFFER. PLACE RED CARDBOARD INSERT BACK INTO CASE AND
SHIP TO RETAILER.

BRAND STYLES: *WINSTON FF Box / WINSTON LT Box / WINSTON ULT LT Box*
DISPLAY BRAND LOAD:

*** 4 CARTONS:**

2 WINSTON LT Box / 1 WINSTON FF Box / 1 WINSTON ULT LT Box
EACH DISPLAY WILL CONTAIN TWENTY (20) B2G1F OFFERS.

A list of accounts authorized to received packed displays is attached. RJR will
reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on
a timely basis. This equates to \$3,360.00 / \$10 (12M) cases @ \$28.00.

If you have any questions, please contact me. As always, thanks for your assistance in
the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: L. E. MacWilliams
cc: R. Moore / McLane
1610: DK / SS / RMD
1000: J. Piscitelli
1340: J. Rago

ROUs: 1110 / 1210 / 1310 / 1710
Distribute to RJR Managers w/Chain responsibility
for chains on attached Excel spreadsheet

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to
account.

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